



FARMERS BRANCH STRATEGIC PLAN

2016



2015-16 FARMERS BRANCH CITY COUNCIL



Bob Phelps
Mayor



Ana Reyes
Councilmember
District 1



Harold Froehlich
Deputy Mayor Pro Tem
District 2



John Norwood
Councilmember
District 3



Kirk Connally
Mayor Pro Tem
District 4



Mike Bomgardner
Councilmember
District 5

The background image is a composite of two photographs. The top half shows a clear blue sky with some white clouds, framed by the dark, silhouetted branches of a tree at the very top. Below this, a large, bright, overexposed area shows a park scene with green grass, trees, and a playground with green and red equipment. The bottom half of the image shows a calm body of water, likely a pond, which reflects the green trees and foliage from the top half. The reflection is sharp and clear, creating a symmetrical effect. The overall tone is peaceful and natural.

**Our Mission at the
City of Farmers Branch is to build
a vibrant, dynamic community
that consistently seeks to improve
the quality of life for our residents.**

ETHICS & INTEGRITY



ACT WITH ETHICS AND INTEGRITY

Council Goal

Establish standard operational practices designed to deliver consistent high performance.

Department Goals

- Institutionalize standard operational practices designed to deliver consistent high performance.
- Evaluate the need for current services and for future services.
- Implement organizational development initiatives designed to deliver increased performance.

Council Goal

Pursue transparency and accountability wherever possible.

Department Goals

- Continue to implement improvements to the City Records Management Program.
- Develop Council and citizen directed bond initiatives.
- Increase Library Board involvement and development.

Council Goal

Pursue opportunities to strengthen relationships across internal departments and with area cities, counties, school districts, chambers of commerce, and state and federal agencies.

Department Goals

- Explore and implement opportunities for shared service delivery.



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FINANCIAL STEWARDSHIP



PRACTICE FINANCIAL STEWARDSHIP

Council Goal

Maintain responsible stewardship of taxpayers' investments in the community.

Department Goals

- Monitor implementation of the current fiscal year budget to maintain or improve fund balance levels.
- Develop a conservative, balanced budget proposal for the coming fiscal year.
- Seek to augment taxpayers' investments with grant funding.
- Review current Risk Management strategies to minimize risk exposure.
- Conduct a fee analysis for all City fees and fines for appropriateness.
- Conduct an independent analysis to determine the highest and best use of available funds in the Hotel/Motel Fund.



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ACCESSIBILITY



BE OPEN AND ACCESSIBLE

Council Goal

Improve internal and external communications efforts.

Department Goals

- Use professional, high quality media and programs that reflect the City's reputation for excellence and reinforces the City's brand.
- Increase public awareness of library resources offered.
- Improve external communication efforts.
- Improve internal communication efforts.
- Enhance public engagement through improved feedback.
- Work more effectively with the news media.



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PUBLIC SAFETY



PROMOTE PUBLIC SAFETY

Council Goal

Provide professional and timely public safety services which meet or exceed industry benchmarks.

Department Goals

- Continue implementation of the Marshal's Office.
- Research alternative means of final adjudication.
- Ensure Courtroom security is adequate.
- Perform at or above public safety benchmark standards for emergency responses.
- Address the emergency management needs of the community.
- Work with the Marshal's Office to work more efficiently.

Council Goal

Engage stakeholders to employ best practices in the proactive planning for and prevention of public safety incidents.

Department Goals

- Perform at or above public safety benchmark standards for prevention planning.
- Address the emergency management needs of the community.
- Ensure that citizens are prepared to handle emergencies.
- Focus efforts on keeping the crime rate low.



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SUSTAINABLE GROWTH



PURSUE SUSTAINABLE ECONOMIC GROWTH

Council Goal

Promote business expansion, retention, and relocation to Farmers Branch.

Department Goals

- Increase residential valuation by \$18 million.
- Increase commercial valuation by \$125 million.
- Promote redevelopment in the Mustang Station Area.
- Improve the City's marketing efforts.
- Promote the City as a great place to live, work, and play.

Council Goal

Promote visits to and around the City.

Department Goals

- Increase Hotel Occupancy Tax Fund revenues.



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THRIVING NEIGHBORHOODS



PROVIDE THRIVING NEIGHBORHOODS

Council Goal

Plan, provide for, and promote the maintenance of vibrant residential and commercial neighborhoods.

Department Goals

- Continue to evaluate land use policies and make changes as dictated by the market and the community.
- Develop the East Side Plan.
- Develop a Multi-Family Market Study.
- Update City policy for Code Enforcement.
- Improve Code Enforcement responsiveness to the community.
- Continue to implement the Central Area Neighborhood Revitalization Plan.



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CULTURE & RECREATION



PROVIDE EXCELLENT QUALITY OF LIFE

Council Goal

Provide community center spaces in which the public can gather for collaboration, cultural development, and individual improvement.

Department Goals

- Enhance library customer service through the expedited return of materials to the public floor for patron accessibility.
- Review current Library programming for effectiveness and customer satisfaction.

Council Goal

Maintain and develop infrastructure and beautification of City parks, trails, rights-of-way, and other green spaces.

Department Goals

- Enhance park infrastructure.
- Advance the Trails Master Plan.



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INFRASTRUCTURE & ASSETS



OFFER FIRST-RATE INFRASTRUCTURE, FACILITIES, AND ASSETS

Council Goal

Maintain and improve the current infrastructure, facilities, and equipment assets of the City.

Department Goals

- Continue implementation of the Long Range Building Revitalization Plan.
- Develop plans and apply for a permit to install a well to provide flow to Farmers Branch Creek.
- Design, engineer, conduct, and manage contracted street construction, resurfacing, and maintenance projects.
- Provide professional engineering services for the design of minor CIP projects, community development review, plat review, and floodplain administration.
- Improve the safety and functionality to the Justice Center facility.
- Improve information technology business continuity.
- Design, engineer, and manage contracted utility maintenance and improvement projects.

Council Goal

Plan and prepare for the future infrastructure, facilities, and equipment needs of the City.

Department Goals

- Continue efforts to prepare for the future solid waste management needs of the community.
- Address the current and future needs of Fleet Technicians and field crews working in or from the Service Center.



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WORKFORCE INVESTMENTS



EMPLOY THE HIGHEST QUALITY WORKFORCE

Council Goal

Provide workforce investments to maximize employee expertise, wellness, safety, and effectiveness.

Department Goals

- Support firefighter health, wellness, and safety initiatives.
- Provide quality fire and emergency medical services (EMS) training programs.
- Continue to advance the Branch Life cultural initiative.
- Ensure the compensation policies and practices of the City align with comparable market ranges.
- Provide for professional development and the opportunity and incentive for all police employees to stay physically and mentally fit for duty and fit for life.



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PHENOMENAL SERVICE



OFFER PHENOMENAL SERVICE

Council Goal

Employ innovative programs, updated technologies, and objective analytics to optimize efficiencies and enhance services.

Department Goals

- Aggressively develop and promote original ideas and creative solutions for Council consideration.
- Improve Facilities Team service and performance.
- Ensure that our emergency responders and citizens have access to modern public safety dispatch and radio systems.
- Ensure that emergency responders utilize the latest technology, tools, and equipment to deliver emergency services to our citizens.
- Ensure that City staff has access to a fully functional Emergency Operations Center.
- Create a more centralized file system for all planning related documents.
- Complete the relocation of dispatch operations to the North Texas Emergency Communications Center (NTECC).
- Maximize the use of innovative programs, social media, and technology to increase police service levels to the citizens.
- Leverage new or expanded technologies to improve services.



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Farmers Branch, Texas 75234
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This Strategic Plan was developed by the dedicated efforts of the Mayor, City Council and City staff. For more information about the Farmers Branch Strategic Plan, please call 972.247.3131.